

ORDER



WAVY

Orders
Order / Rev: 217773
Alt Order #: 06868239
Product Desc: 10/27-10/31 BARACK OBAMA
Estimate: 2141
Flight Dates: 10/27/12 - 10/31/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Greer Margolis & Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Obama For America (D)
Demographic: A35+
Product Codes: PL1
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN13209
Agency External ID: IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	15	\$11,625.00	\$9,881.25
10/29/12	10/31/12	54	\$28,375.00	\$24,118.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$11,625.00	\$9,881.25	0.00
November 2012	54	\$28,375.00	\$24,118.75	0.00
Totals	69	\$40,000.00	\$34,000.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	19%	\$40,000.00
Market	100%	\$210,526.32

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	14%	\$29,473.68
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	16%	\$33,684.21
WTVZ	11%	\$23,157.89
WVBT	26%	\$54,736.84
WVEC	14%	\$29,473.68

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/29/12	10/31/12	Today Show 2	CM	9a-10a	MTW----	:30	3	\$300.00	P2	0.00	NM	3	\$900.00
TODAY SHOW2 Start Date 10/29/12 End Date 11/04/12 Weekdays MTW---- Spots/Week 3 Rate \$300.00 Rating 0.00															
E 2	WAVY	10/29/12	10/31/12		CM	10a-11a	MTW----	:30	3	\$250.00	P2	0.00	NM	3	\$750.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show 3											
				Today Show 3											
				TODAY SHOW3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTW----					3	\$250.00		0.00			
E 3	WAVY	10/29/12	10/31/12	Hampton Roads Show	CM	11a-12p	MTW----	:30	1	\$75.00	P4	0.00	NM	1	\$75.00
				Hampton Roads Show											
				HAMPTON ROADS SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTW----					1	\$75.00		0.00			
E 4	WAVY	10/29/12	10/31/12	WAVY News 10 @ Noon	CM	12p-1p	MTW----	:30	3	\$125.00	P3	0.00	NM	3	\$375.00
				News 10 @ Noon											
				NOON NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTW----					3	\$125.00		0.00			
E 5	WAVY	10/29/12	10/31/12	Days of Our Lives	CM	1p-2p	MTW----	:30	3	\$300.00	P2	0.00	NM	3	\$900.00
				Days of Our Lives											
				DAYS OF OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTW----					3	\$300.00		0.00			
E 6	WAVY	10/29/12	10/31/12	M-F 2-3p	CM	2-3p	MTW----	:30	3	\$75.00	P4	0.00	NM	3	\$225.00
				The Doctors											
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTW----					3	\$75.00		0.00			
E 7	WAVY	10/29/12	10/31/12	M-F 3-4p	CM	3p-4p	MTW----	:30	3	\$125.00	P3	0.00	NM	3	\$375.00
				Maury Povich											
				MAURY POVICH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTW----					3	\$125.00		0.00			
E 8	WAVY	10/29/12	10/31/12	M-F 4-5p	CM	4p-5p	MTW----	:30	3	\$125.00	NA	0.00	NM	3	\$375.00
				M-F 4-5p											
				ANDERSON COOPER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTW----					3	\$125.00		0.00			
E 9	WAVY	10/29/12	10/31/12	WAVY News @ Sunrise	CM	5a-6a	MTW----	:30	2	\$300.00	P2	0.00	NM	2	\$600.00
				WAVY News @ Sunrise											
				EARLY AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTW----					2	\$300.00		0.00			
E 10	WAVY	10/29/12	10/31/12	WAVY 6AM News	CM	6a-7a	MTW----	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
				WAVY 6AM News											
				AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTW----					2	\$700.00		0.00			
E 11	WAVY	10/29/12	10/31/12	Today Show M-F	CM	7a-9a	MTW----	:30	3	\$700.00	P2	0.00	NM	3	\$2,100.00
				Today Show M-F											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTW----					3	\$700.00		0.00			
E 12	WAVY	10/27/12	10/27/12	WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
				WAVY News 10 Sa 6a											
				EARLY AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$200.00		0.00			
E 13	WAVY	10/27/12	10/27/12	WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
				WAVY News 10 Sa 7a											
				AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$400.00		0.00			
E 14	WAVY	10/27/12	10/27/12		CM	8a-10a	-----S-	:30	1	\$500.00	P2	0.00	NM	1	\$500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Today Show Sa Today Show Saturday SAT TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$500.00 0.00															
E 15	WAVY	10/28/12	10/28/12	WAVY News 10 SundayQM WAVY News 10 Sunday 7a	CM	7a-8a	-----S	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
SUN AM NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$400.00 0.00															
E 16	WAVY	10/29/12	10/31/12	WAVY News 10 @5p News 10 @5p	CM	5p-530p	MTW----	:30	3	\$700.00	P2	0.00	NM	3	\$2,100.00
5P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTW---- 3 \$700.00 0.00															
E 17	WAVY	10/29/12	10/31/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p	MTW----	:30	3	\$700.00	P2	0.00	NM	3	\$2,100.00
530P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTW---- 3 \$700.00 0.00															
E 18	WAVY	10/29/12	10/31/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p	MTW----	:30	3	\$800.00	P2	0.00	NM	3	\$2,400.00
6P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTW---- 3 \$800.00 0.00															
E 19	WAVY	10/27/12	10/27/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p	-----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
6P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$300.00 0.00															
E 20	WAVY	10/28/12	10/28/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p	-----S	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
6P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$125.00 0.00															
E 21	WAVY	10/29/12	10/31/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	MTW----	:30	3	\$300.00	P2	0.00	NM	3	\$900.00
TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTW---- 3 \$300.00 0.00															
E 22	WAVY	10/27/12	10/27/12	SNL Saturday Night Live	CM	1130p-103a	-----S-	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
SNL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$600.00 0.00															
E 23	WAVY	10/28/12	10/28/12	Sun News 11p (Football) Sun News 11p -- Late	CM	1130-12a	-----S	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
SUNDAY LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$800.00 0.00															
E 24	WAVY	10/29/12	10/31/12	LN M-F M-F News 10 @11	CM	11p-1130p	MTW----	:30	2	\$800.00	P2	0.00	NM	2	\$1,600.00
LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTW---- 2 \$800.00 0.00															
E 25	WAVY	10/27/12	10/27/12	LN Sa WAVY News 10 @11 Sat	CM	11p-1130p	-----S-	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$800.00 0.00															
E 26	WAVY	10/29/12	10/31/12		CM	7-730p	MTW----	:30	3	\$600.00	P2	0.00	NM	3	\$1,800.00

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WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7-730p											
				M-F 7-730p											
ENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTW----	3		\$600.00		0.00						
E 27	WAVY	10/29/12	10/31/12	M-F 730-8p	CM	730-8p	MTW----	:30	3	\$600.00	P2	0.00	NM	3	\$1,800.00
				M-F 730-8p											
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTW----	3		\$600.00		0.00						
E 28	WAVY	10/29/12	10/29/12	Mon Prime Other 2	CM	8-10p	M-----	:30	1	\$2,200.00	P2	0.00	NM	1	\$2,200.00
				Monday 8-10op											
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$2,200.00		0.00						
E 29	WAVY	10/29/12	10/29/12	Mon Hour 3	CM	10p-11p	M-----	:30	1	\$1,100.00	P2	0.00	NM	1	\$1,100.00
				Monday 10-11p											
REVOLUTION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,100.00		0.00						
E 30	WAVY	10/30/12	10/30/12	Tue Prime Other 1	CM	8p-10p	-T-----	:30	1	\$2,200.00	P2	0.00	NM	1	\$2,200.00
				Tuesday 8-10p											
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$2,200.00		0.00						
E 32	WAVY	10/30/12	10/30/12	Tue Hour 3	CM	10p-11p	-T-----	:30	1	\$1,100.00	P2	0.00	NM	1	\$1,100.00
				Tuesday 10-11p											
PARENTHOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$1,100.00		0.00						
E 34	WAVY	10/31/12	10/31/12	Wed Hour 3	CM	10p-11p	--W----	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
				Wednesday 10p-11p											
CHICAGO FIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$1,000.00		0.00						
E 35	WAVY	10/27/12	10/27/12	Sat Hour 1	CM	8p-9p	-----S-	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
				Saturday 8-9p											
DRAMA ENCORES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	2		\$300.00		0.00						
E 36	WAVY	10/28/12	10/28/12	NFL Football	CM	NFL Football	-----S	:30	1	\$6,000.00	P2	0.00	NM	1	\$6,000.00
				NFL Football											
SUNDAY NIGHT FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$6,000.00		0.00						
N 37	WAVY	10/27/12	10/27/12	Sat Hour 2	CM	9p-10p	-----S-	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
				Saturday 9-10p											
DRAMA ENCORES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	2		\$300.00		0.00						
N 38	WAVY	10/27/12	10/27/12	Sat Hour 3	CM	10p-11p	-----S-	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
				Saturday 10-11p											
DRAMA ENCORES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$300.00		0.00						
													Totals	69	\$40,000.00